

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V.

NEW YORK, JULY 29, 1891.

No. 4.

If a reliable friend told you that he knew of a person who might become a large customer, if approached in the right way, what would you or any other live business man do?

Would you not place full information about your goods and your dealing in the hands of the possible customer and hold out every legitimate inducement for him to buy?

Think of us in the light of that reliable friend. We come to you with information about not merely one possible customer, but hundreds! Who are they? Well, you can get in communication with them through newspaper advertising.

The fact that we have an axe of our own to grind need not deter you from considering this question of whether there would not be more profit in your business if you advertised wisely and systematically. We publish aids for the man who contemplates advertising—a "Book for Advertisers," price \$1.00, and a "Manual" on the preparation of advertisements, price 50 cents.

GEO. P. ROWELL & Co.

NEW YORK.

WE WON'T GUARANTEE

That a poorly constructed and inappropriate advertisement inserted in the ATLANTIC COAST LISTS will prove remunerative to the advertiser.

WE WILL GUARANTEE,

however, to give the advertiser the full circulation we sell him, and also to furnish proof of that circulation. We will place his advertisement before fully one-sixth of the entire reading population of the United States outside the large cities. If he will construct a well-worded and attractive advertisement, there can be little reason to doubt that he will be well pleased with the combined results of his production and the ATLANTIC COAST LISTS' circulation. 1,400 Local Papers.

Atlantic Coast Lists,

134 Leonard Street, New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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No. 4.

AN INFORMAL TALK ON NEWS-PAPERS.*

By James W. Scott.

We have succeeded in doing in Chicago what has not been accomplished in any other city; that is, there is the best of feeling existing between the editors and proprietors of the different newspapers. There is no personal journalism. Of course we disagree editorially and we may say sharp things about one another, but they are said in a pleasant way, and if any question in business arises, where one of us thinks another has been in any way unfair or unjust, we do not, as is ordinarily the case, attack the man on the charge made against him before first seeing him and getting an explanation. The result is that in our business methods we have adopted uniform rules.

We have made rules relative to the breaking of columns for advertisements, etc. We have a rule that we will not break a column unless a man takes 50 lines deep or 100 altogether. Consequently a man does not go to one daily paper in Chicago and say, "I can get this advertisement, twenty-five lines double, into the *Tribune* or the *Times*, and I would like to put it in the *Inter-Ocean* or the *Herald*," because the rule prevents advertisements being taken in that way.

The president has very kindly said the *Herald* is well known for its typographical beauty. I believe the typographical beauty, with good white paper and ink, has as much to do with the circulation of a paper as any other feature connected with it. I believe that a metropolitan newspaper which has a very large transient sale, and which attracts people at the news-stand, at the depot, at the hotel, or on the street, has a great advertise-

ment for itself if printed on white paper and better ink—I think it has an advantage in that respect. Certainly it has proven to be a success with the paper I manage, and I am certain the other good-looking papers of the country are prospering.

The first question or point mentioned in this pamphlet I have in my hand is, "What are the best methods for increasing circulation?" Possibly it would be well for me to explain to you the methods of circulation in the larger cities. Some of the newspaper offices sell their city circulation to one man, and he arranges with carriers to deliver the paper for him, and he does the collecting.

The method that has been adopted recently in the larger cities and the one that is most satisfactory is what is known as the Philadelphia *Ledger* plan. It is one Mr. Childs inaugurated when he bought the *Ledger*, a number of years ago, and the one I adopted myself when I started the *Herald*. We arrange small districts in the city of about eight or ten square blocks, and give that district to one man, saying to him that we would secure for him subscriptions in that district and give him orders that he might deliver them. We would sell him the paper at the wholesale price and he could deliver and collect by the week or month, as he chose. Of course at first it was necessary to do some canvassing for the newspaper to help the man, but after he had started and delivered a few newspapers, having control of the district in which he sold and delivered them, he verily became a partner with us in the business. It was to his interest to secure as many subscribers as he could in that limited territory to make a living and to make a profit, and it certainly was to our interest to help him, because our profit came from the sale of the paper and from the advertisements which would increase

*Text, in part, of an address delivered before the National Editorial Association, at St. Paul, July 16, 1891.

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in price according to the circulation he made.

Now, as on the Philadelphia *Ledger*, a man who has 1,000 regular subscribers to a two-cent paper makes considerable money out of it every day. He comes to the office every morning and buys his papers and pays his money for them. The newspaper offices are manufacturing establishments which deliver their goods as soon as manufactured and get spot cash. They run no accounts whatever. If a man should come to the office for his papers in the morning without money to pay for them, having forgotten it, or something of that kind, we have a blank form of demand note which he signs and which the circulator (the man who has charge of the paper and delivers copies to the carriers) accepts as cash, and this note is redeemed the next time the man comes to the office.

As to the best methods of increasing circulation, that would be a very difficult question for me or any other newspaper manager to answer. There are as many ways of increasing newspaper circulation as there are men engaged in the business. There are just as many ways of running a newspaper as there are men engaged in the business. Every newspaper has its individuality. Some papers excel in one feature and others in another. Some papers are successful because of their politics and of the manner in which they handle political questions, and others because of the large number of "Wants."

The best method of increasing newspaper circulation, in my opinion, is to size up the community in which you live and give them what they want, or what you think they want. If you have made a mistake, try something else, but don't get discouraged with the first attempt. It is a mistake to think that sensational methods will make a newspaper have a large circulation. Sensational methods may attract attention for a short time, but it does not take long for the American reading public to become familiar with the character of the newspaper or the management of it, and it is not long before the sensational becomes very tedious and people want something else. Sensational methods have been adopted by newspaper managers to draw attention and they have immediately dropped them when they have got hold of the people, and have afterwards met with great success.

HERE AND THERE.

By Horace Dumars.

I am pleased to see that Orator F. Woodward departs from the old line of "before and after taking," and instead of picturing the living skeleton in the act of taking a remedy that immediately converts the l. s. into an athlete, gives a pretty young woman in the act of taking a drink from a handsome teacup. She remarks, as she gazes into her cup: "At bed time I take a pleasant herb drink. The next morning I feel brighter, and my complexion is better." The reader is left to imagine how she looks in the morning, but if she is prettier than when she contemplates her pleasant dose in the light of a wax candle, the smoke of which forms a part of the lettering quoted above, she certainly must be a thing of beauty. Any one would take a dose of that medicine without questioning its taste, solely upon the authority of the young lady in the picture.

Happy is the man whose remedy just fits all seasons, and I should judge, from the attractive advertisements which Mr. Edward A. Olds puts out, that Packer's Tar Soap comes within this class. Just now he shows the small boy, whose inquiring turn of mind has brought him in contact with the beehive, and who is making tracks for his mother and her cake of soap. Then, too, it is said to be a remedy for relieving bites and prickly heat. When winter comes round there are chapped hands to be looked after, and with the approach of spring it will no doubt relieve "that tired feeling" which possesses many people when brought in contact with persons badly in need of its application. It's the man who depends upon a business with unfrequent seasons, such as catering to those desiring smoked glass with which to look at an eclipse, etc., that gets left and fails to find profit in advertising. If the season is of any length, any article appealing to that particular season may be advertised with good results, as is demonstrated during the watermelon season by the frequent announcements of the curative qualities of Jamaica Ginger, etc.

An ambitious advertiser, who finds it difficult to get a medium suited to his wants, is the local dealer in the large cities. His trade is concentrated

in a certain district, and to advertise outside of his territory is a dead loss to him. If he goes into the daily paper a great proportion of its circulation is not available to him, and the small part that covers his field of operation comes too high to be profitable. He feels the necessity of attempting something and generally decides upon doing his section of the city with dodgers. Not being an adept in this line of business, he economizes in his work and gets the cheapest printing that can be found, with the result that the greater part of his efforts come to naught for lack of system and unattractiveness in the matter that is distributed.

Handbill advertising may be made profitable if originality is used in construction and attractiveness in some way produced; but it is not the cub in the small job office who is going to turn out the work that is to accomplish this end. People as a rule have become very weary of the cheap paper and coarse ink specimens which are showered upon them by the dozen every day, or stuffed into their dwellings whenever opportunity affords; and this very system has come about as near driving all religion out of me as any problem that I have to confront. It's only because I'm unable to do the subject justice that I refrain from making the air blue when, on digging a wadded mass of dodgers out of my mail box, I discover a letter that has been covered up for a couple of days and which needed immediate attention. Do I read the respectful announcements of the Smiths, Browns and Jones who petition for a share of my trade and at the same time plug up my letter box and doorway with their seventy-five-cents-per-thousand dodgers? Not "a little bit!" for I might upon finding out their names have an interview which would cause me to be placed under bonds to keep the peace; and so the intelligent efforts are consigned to the ash barrel and I vow vengeance upon the next fellow found tampering with my letter box, only to repeat the experience already gone through with.

What a fine collection of advertising matter many people will find upon returning home from their summer vacations! The small boy or intelligent Alexander, whom the advocates of

dodger advertising send forth to make life a troubled dream for all who have letter boxes or vestibules into which a handbill can be thrust, will take no summer vacation, but continue making the rounds and daily stuff dodgers into every available nook, regardless of the fact that he has already deposited a ream or two of paper into the same nook since that particular receptacle was last opened. It is doubtful if, upon returning home, more than a day or two will be devoted by the family to devouring the contents of these wads of advertisements, and it is therefore presumable that quite a portion of the efforts of the intelligent Alexander will be lost upon those whom it is desired to reach, as will be the greater part of the investment that has furnished the ammunition thus daily fired into the uninhabited dwelling.

ADVERTISING APHORISMS.

By S. C. Patterson.

Advertising, like the honey bee, should have its sting in the tail.

Ten one-cent impressions are more effective than one ten-cent impression.

It is the drop of water that wears the rock. Little irritations wear on the public.

"Early and often" should be the advertiser's motto.

Spasmodic advertising is the most costly. [What would you think of a person rowing a boat who turned around every few strokes to see how far he had gone?]

Boys, beggars, tramps and people who never buy anything are usually the ones who solicit free advertising matter.

Never go into advertising without a plan, and if you cannot make a plan yourself get some one who can to help you.

Sir Joshua Reynolds, on being asked what he mixed his colors with, replied, "With brains, sir." Apply this to your advertising.

Do not depend on the printer. Printers are poor helpers to the advertiser, as mere carpenters are to the architect.

Neither depend upon the lithographer, nor upon any one whose interests are allied to one kind of work. To the printer or lithographer there is no advantage outside of printing or lithographing.

What you want is some sort of an advertising lawyer or architect, some one familiar with a wide range of processes, and one who also commands a wide range of artistic literary talent, and who has the experience and ability to get up a scheme that will suit your wants—in other words, a schemer.

THE CHARACTER THAT UNDERLIES ADVERTISEMENTS.

By Milton J. Platt.

A careful study of the subject of the force of character that underlies advertisements, and its influence upon the public, leads me to the conclusion that too much attention cannot possibly be paid by advertisers not only to the terms, the style and the general appearance of their advertisements, or series of advertisements, but also to their probable ultimate effect upon the mind of the reader or observer.

At the present time, so many merchants, storekeepers and others are running their advertising matter in the newspapers and magazines in streaks, if I may use the expression, that the discriminating public, who are chiefly the purchasing public—those who look up the advertisements as sedulously as they do the news or literary items that are of especial interest to them—get to know from the *tone* of the advertisements presented for their delectation, and not alone from the exact terms which are used, just what may be expected if a visit to the place, or a purchase of the article advertised, is contemplated.

I am sure that, upon reflection, no thinking person will be found to deny the truth of the statement that there is as much human nature unveiled in the advertisements submitted for our perusal daily, weekly, monthly, as can be found in any field that may be chosen for that special study. A moment's reflection will bear me out in this assertion.

Of course, in an article intended for publication, reference to any special firm, or brand of goods, either directly or by innuendo, would be entirely out of place, and under no circumstance pardonable or allowable. This condition naturally restricts discussion; but in spite of that there appears to my mind, and there will doubtless loom up in the mind's eye of many of the readers of PRINTERS' INK, visions of advertisements of certain articles

which seem actually to speak to us and say: "No good." The proprietors of these wares are distinctly telling us through their published announcements that they are the people to be avoided.

"If I wanted such-and-such a thing I would not go to So-and-so's for it," is an expression that I am sure is not altogether unfamiliar. And in reply to the query, "Why?" the following is about the usual explanation: "Well, I can't say exactly, but I don't like the way they advertise." There is no imagination about this. We get to picture not only the person or the goods advertised, but form in our minds, from the character of the *advertisements* persistently put before us, the character of the *person* (or persons, as the case may be) from whom the announcements emanate—the advertiser as well as the advertised.

In this connection I have in contemplation a certain musical instrument that I think I would sooner run away from than purchase at ten cents on the dollar of the lowest cash price asked. And is there any difficulty, passing in review the many brands of certain articles of daily use, in determining, simply from the general impression made by the advertising in connection therewith, which of those brands would be condemned, and which would be looked upon with favor? One may never have given utterance to a single word either for or against any one sort, but just as surely there are certain kinds that would be religiously avoided by the purchaser.

This study of the character underlying advertisements is one that has been, if not underestimated, at least neglected. It requires no deep thinking to bring home to the observant newspaper or magazine reader—the class of people the greater part of advertising is intended to reach—that the business intelligence which influences and directs the advertising is mainly the same business intelligence that is responsible for the good or bad qualities of the articles sought to be disposed of; and if the advertising is of the namby-pamby order—no point or ideas expressed in it—what is there to secure the reader's attention or to recommend the goods it would advertise, and thereby secure satisfactory returns for the outlay made, bearing in mind that it costs just as much to put out one kind of announcement as another? Such advertising has a repelling effect;

the character at the back of it stands out in bold relief and discloses all its shortcomings. That it will take with some people must be admitted, and that varying styles of advertisements must be used in different communities and in different parts of the country is also true; but with the majority there is a subtle influence at work that is only manifested when it comes to the time of making actual purchases.

On the other hand, who is there that does not read the advertisements of certain other concerns with a sense of supreme satisfaction, even though they be in connection with some article for which the reader may have no earthly use? This kind of advertisement seems to shake one by the hand in a warm-hearted and genial way, and to make one feel perfectly comfortable. There is even a feeling that, if you ever came across the person who was behind such announcement, you would be on a friendly footing before even the formalities of introduction had been consummated. It does not, then, follow that the individual who may be infatuated by certain advertisements is in all cases the person the most likely to become a patron of the establishment to which they refer, but it does follow that the impression made of the character that stands for the advertisement that produces such an effect is imparted to others, is one to be envied, and is one that it should be the aim of all advertisers to secure.

SOME WELL-KNOWN STYLES.

By E. D. Gibbs.

The Deceptive Ad. The deceptive advertisement is popular among a certain class of advertisers, but the too free use of it has resulted in entirely spoiling what little effect may have been produced.

Readers of a paper are generally chary about reading articles nowadays that begin with a thrilling hairbreadth escape, or other startling paragraphs. It is generally conceded by those who ought to know what good advertising is, that this form is bad, and, while I am not an expert at advertising, I quite agree in this opinion.

An advertisement that ensnares the reader is apt to leave a bad taste in the mouth, and an appeal to the public which sails under false colors stands a fair chance of being wrecked on the sands of public condemnation. This

style of advertisement is like a veneering of mahogany on a base of pine—the outside is attractive, but when you dig down to the body of it the shoddy reveals itself.

The Personal Ad. The personal advertisement (not the New York *Herald* kind) is the one that pries into our domestic affairs, that watches our clothes, our hats and our shoes, and makes us worry over our personal appearance. It worries our pocket-books, our minds and our general comfort. The sooner it dies out the happier we will all be.

It is the "Do-you-wear-shirts" advertisement—the one that peers into our wardrobes and roots around our whole house in the endeavor to find something that will make us ashamed; the one that makes us button up our ulster to hide last winter's coat—this is the advertisement that loudly proclaims right over our heads in the car in which we are peacefully journeying homeward:

THIS MAN WEARS OUR
\$2.00 SHOES.
GAZE ON HIM!

Then we wonder what makes those idiots opposite grin in that imbecile fashion.

What a mean advertisement this is. How we do feel like kicking the writer of it for its personality—that is unless we happen to be the opposite party and see a sign above a woman of extra avordupois stating that

THE PARTY UNDER THIS SIGN
WEARS OUR
CUSTOM-MADE PANTS.

We think it is funny then, and say it is very clever; but it is not a bit clever; it is silly and out of place.

The Free Advice Ad. Then we have the Free Advice Advertisement—the one that tells us we are dying by inches; that consumption has us in its deadly grip, and that to release ourselves from the fiend's grasp and "to remove the insidious poison now eating up your vitals" we must take a bottle of Bogg's Blood Bitters.

We go home then firmly convinced that the slight twinge of rheumatism, which made us wince last evening, is incipient paralysis, or that the headache we had at business in the morning is the forerunner of general paresis,

Then when these symptoms appear again we are inclined to rush to a doctor and increase our yearly bill by having him feel our pulse, look at our tongue and prescribe a three-cent tonic with a \$2.00 label.

An advertisement that will change a healthy, full-blooded man into a seemingly shattered wreck has the merit, possibly, of get-there-ativeness, even though the effect produced is not helpful to the medicine itself.

Many a dyspeptic, though otherwise healthy, man has opened a correspondence with the authors of these advertisements, to be ruined in mind, body and pocket-book. Therefore beware of the free-advice advertisement!

CONSCIENCE IN JOURNALISM.

Upon what basis do publishers act? Upon the same basis that a general directs the movements of his army—his knowledge of the "lay of the land." And he gets this knowledge by the same method that a general does—from "scouts." Every publisher has about him persons whose duty it is to ascertain the drift of public opinion, and report it to him. These persons are not reporters. They are not known as employees. Sometimes they do not themselves know the functions they fulfill. Hardly ever do they number less than a score; oftentimes, if the publisher be a live one, they number several hundreds. Some are paid in money, some get a free copy of the newspaper, and some are not paid at all.

Thousands of persons do not know news when they see it—unless, of course, they see it in the newspaper, properly labeled. Hence, when you seek news experts you must take them where you find them. Thus it happens that newspaper scouts are likely to be either the apple-woman at the street corner or the society belle; either the policeman or the railway president. In short, they are anybody and everybody who can and will undertake the work.

These publishers' outposts ask persons in all walks of life and in all sorts of business, their opinions of this and that newspaper; whether they like political news; are they fond of sports; why, if they express a liking for a certain journal, they hold the opinion they do; what they read first, and what last; do they enjoy

details of murders; do they read religious news, society gossip, and editorials?

Publishers try the plan of hiring persons acquainted in the town or neighborhood to ask these questions, that they may get opinions of value. Then they send strangers into the same locality—and compare results. Occasionally persons are found with novel ideas, for originality, like the law, is no respecter of persons. A farmer who had never been beyond the limits of his county, and knew no more about conducting a newspaper than about commanding a ship, gave a bit of advice to a newspaper that saved it from bankruptcy—every one of you would know the journal were I to mention its name—and so completely changed its character that almost every journal in the country observed and commented upon it.

A newsboy furnished the suggestion that the large four-page sheets in general use a few years ago be changed to the eight-page form, on the score of convenience, and the newsboy's suggestion, having been acted upon, altered in the course of about five years the form of nearly every leading daily in America.

Every letter bearing upon the newspaper's contents is sent directly to the publisher's desk. And the critics, by the by, should read these letters. There are hundreds of them. Just such letters as you would expect? Not a bit. The leading lawyer wants more particulars about the church congress; a clergyman complains of the meagreness of the report of the murder trial; the politician criticizes, not the political news, but the account of the lawn fete; the banker wants to know the cause of the error in the report of the number of "put outs" in yesterday's ball game; and the up-town woman asks that a certain stock be quoted in the financial news. There they are, scarcely one containing the query or the criticism you would expect, if you looked first at the signature.

The publisher who constantly receives reports from two or three hundred "scouts," and daily peruses as many letters setting forth, as they set them forth to no one else, the wants, the vanities, the craving for puffs, the thirst for notoriety, the ambitions, the love for scandal, the threats, the idiosyncrasies, of people in all walks of

life, including the very highest, has a knowledge of the public taste that is at once certain and positive.

Hundreds of publishers, sitting at the focus of these multifarious public demands, struggle year after year, sacrificing money, time and peace of mind, with the knowledge that they can at any moment increase their circulation and their profits by lowering the moral and literary standards of their publications. Why do they not lower them? There are many reasons. The publisher finds in his hands a powerful lever. It is a lever of better private and public morals; of better laws; of better public service; of detection for the wrongdoer; of wider education; of purer literature; of better chances for the weak; and the publisher bears all the weight upon this lever that a not-high public taste will let him. He does so because he is conscientious, because he is patriotic, because he is ambitious, because he seeks an honorable name, and because the traditions, the precedents, the contemporaneous newspaper comparisons demand that he shall do so.

The newspaper of to-day—I speak of the ninety and not of the ten—is above the mean of the public taste which it serves. And this is true, whether the journal be published in the new communities of the West or in the old communities of the East, in the mining towns of Colorado and Idaho or in the college towns of Massachusetts and Pennsylvania.

Publishers have acted with singular wisdom, rare public spirit, and remarkable unanimity. They ascertained the public taste, and then placed their standard as near the front of the column as possible. They do not go on ahead of the column, as their critics would have them do. Instead, they remain a part of the public demand, while leading it. In doing so they accomplish two things, impossible of accomplishment in any other way: they educate the public taste to their standard, and they carry that standard forward as fast and as far as the public permits them.—*Eugene E. Camp, in the Century.*

HATEFUL to me, as are the gates of hell,
Is he who hiding one thing in his heart,
Utters another.

—Homer.

A SUGGESTION IN RETAIL ADVERTISING.

By J. F. Place.

Here is an opening for a newspaper enterprise, and it is not patented:

We will say there are ten retail dry goods houses in New York city that spend \$50,000 a year each in advertising in the city newspapers, and that there are twenty other retail houses that spend \$25,000 each. That foots up a round million. Suppose half of this money were put into a 16-page paper—*The Shopper*, for instance—tri-weekly, each one of these houses to take half a page, and a copy be put into the hands of 100,000 of the women—the buyers—in New York and the suburban towns. A page could be given to seasonable gossip about the stores, so that the paper would be eagerly sought for by ladies and bargain hunters.

When it is remembered that many hundred copies of the New York dailies are bought for their retail advertisements alone, it may be safely predicted that a journal of handy size, containing the announcements exclusively of *all* the principal dry goods and retail houses, would not be thrown away.

In such a publication advertisements outside of the retail trade of the city should be refused; and the regular advertisers should be limited to, say, a half page, so that the smaller houses might not be crowded out.

Such a paper would soon be so valuable to the advertisers that no prominent house could afford to be left out of it. Advertising in the city dailies by these retail houses might, with the success of this new enterprise, soon become an unnecessary expense.

It may appear preposterous, but I predict that within the next decade such a scheme will be tried in at least three of the great cities of the country; and it will have the indorsement and aid of the retail and department houses in those cities.

Do not allow store-keepers to do your bundles up in paper bearing their advertisement in big letters for you to carry along the street like a corn-doctor's sandwich. Make the store keeper do your package up in unprinted paper, and he will do it. The newspaper is the place to do advertising. The best class of people will not be so imposed upon.—*Cape Cod Item,*

TELEGRAMS FROM THE EDITORIAL CONVENTION.

St. Paul, Minn., July 16, 1891.

Geo. P. Rowell & Co.,
10 Spruce St., New York:

A. Frank Richardson's address was great in every respect, but particularly so because your agency was venomously attacked yesterday, and to-day he changed the color of things and did much to drive away the prejudices existing against your line. New York State is proud of him.

E. H. BUTLER,
Pres't N. Y. State Editorial Ass'n.

St. Paul, Minn., July 16, 1891.

PRINTERS' INK, 10 Spruce St., New York:

The address of A. Frank Richardson was the most practical and instructive delivered at this meeting, and should be read by advertisers, agents and publishers throughout the country.

F. P. HOLLAND,
Manager Texas Farm and Ranch.

St. Paul, Minn., July 16, 1891.

PRINTERS' INK, 10 Spruce St., New York:

Richardson's paper read at Editors' Convention a howling success. Great applause.

J. W. STACK.

HE WAS NO FOOL.

From the Argonaut.

A managing editor tells this story of how he failed to get the best of a correspondent: "News was scarce and the prospects for getting out an interesting paper in the morning were poor indeed, when from a small, but prosperous and supposedly pious little Illinois town, came this dispatch:

"Fifty of our best citizens arrested to-night for playing poker."

"In a jiffy I wired the correspondent:

"Rush details and all the names."

"While awaiting the story my spirits rose as I pictured the effect of the bucolic sensation on the first page. The prospects of a dry paper were just about disappearing as I thought how interesting the story would be (fifty prominent citizens in a small town like —, you know, means pretty much the whole town), when there came on the wire, not the correspondent's story, but his reply to my order:

"I am no damn fool. I expect to live in this town for several years."

WANTS.

Advertisements under this head 50 cents a line

LETTERS answering "Men Only" Ads., I wanted. Address "ANGELOS," Box 156, Canton, O.

SEEKAR, Box 115, Oakland, California, E., will send descriptive letter, to be paid for if accepted, on Lake Tahoe, a pleasure resort of California.

CANYASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

RESPONSIBLE practical financial man for the business office of an established printing office in an Eastern City of 150,000 population. Must be energetic, honest and bright. Address "X," care of PRINTERS' INK.

AGENTS WANTED everywhere to introduce Hoffman's Sign Stretcher. Best poster displaying machine out. State, county and city rights for sale. Liberal bonus to agent introducing buyer. Sample stretcher and cover, \$1.50. JABEZ FEAREY & CO., Newark, N. J.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

MINIATURE DYNAMOS for premiums. EMPIRE PUB. CO., 66 Duane St., N. Y.

POTTER DRUM CYLINDER. Bed, \$3.50. Three rollers, in good order. Price low. A. N. FRENCH, Pittsfield, Mass.

FOR SALE—The house 112 Kosciusko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

FOR SALE—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

NAMES AND ADDRESSES of 5,000 persons in Jefferson County, Kansas, for \$1.50 per 1,000. Envelopes all addressed, \$2.50 per 1,000. IRA L. MAXSON, Nortonville, Kansas.

OLD-ESTABLISHED Weekly Newspaper for sale in Central Californian town. Large circulation, legal advertising and job patronage. Good investment. "CURZON," care PRINTERS' INK.

FOR SALE—A long-established Lithographic Plate, Book and Job Printing Establishment. Will be sold entire, or either department separately. Address P. O. Box 1414, New Haven, Conn.

FOR SALE—To a practical pressman and business man a half interest in a press-room doing about 500,000 impressions per month. A snap for the right man. \$5,000 required. All new machinery. Address J. NEWTON MIND, Minneapolis, Minn.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, sell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

METROPOLITAN NEWSPAPER OUTFIT for sale at a Bargain.—The entire outfit of the Daily Kansas City Globe, with one of Hoe's latest style Presses; prints 4, 6, 8 or 12 pages of either 6, 7 or 8 columns. For all practical purposes better than a new press. Address GLOBE NEWSPAPER CO.

A GREAT BARGAIN IN A JOB OFFICE.—One 10x15 Peerless Free Tail Pearl Press and Steam Fixtures Throat Cut; one 3-inch Cutter, hand or steam; one-horse power Electric Motor, 116 fonts of Job Type and Cases, 8 Cases Body Type, 4 double, 2 single Job Stands; 2 Cabinets, Leads, Brass Rules, Leaders, Galleys, and other material usually attached to a first-class Job Office. Everything as good as new. Cost price, \$2,000; will sell it for \$750. Address LOUIS HAMMERSLOUGH, Kansas City, Mo.

FOR SALE—Stands for Rooker Patent Cases. The Pittsburg Dispatch, in moving into new quarters, decided that they would use Hoe's Patent Iron Stands, and therefore have on hand 50 wooden stands for Rooker Patent Cases, knocked down and ready for shipment. Guaranteed to be a first-class condition, having been used but 3 years. These will be sold, delivered within a reasonable distance from Pittsburg, Pa., at one half their original cost, namely, \$1.50 each. Newspapers needing material of this kind will find this offer to their advantage. Address Business Manager, as above located.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

AGENTS' GUIDE.

SPOKANE SPOKESMAN.

ALLEN'S LISTS ARE strong.

LEVEY'S INKS are the best. New York.

POPULAR EDUCATOR, Boston, for Teachers.

AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

BRIGHT, clean and reliable is the **SAN FRANCISCO BULLETIN**.

JUDICIOUS advertising pays. Try the **LOUISVILLE COMMERCIAL**.

40,000 PEOPLE read **THE NEW HAVEN NEWS** daily.

A COMPLETE Family Newspaper. **SAN FRANCISCO CALL**. Estab. 1853.

AGENTS' names \$1 to \$10 per 1,000. **AGENTS' HERALD**, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and **BULLETIN** cover the Pacific Coast.

LARGEST evening circulation in California—**SAN FRANCISCO BULLETIN**.

PROSPEROUS, intelligent people reached by the **SAN FRANCISCO BULLETIN**.

MOST "Wants" most circulation, most adv's. **SAN FRANCISCO CALL** leads.

THE ADVERTISER'S GUIDE—Mailed free by **STANLEY DAY**, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. **SAN FRANCISCO CALL**.

55,063 D.; 57,428 S.; 22,846 W.; circulation **SAN FRANCISCO CALL**.

ADVERTISING rates 15c. per inch per day. Circ'n 6,500. **Enterprise**, Brockton, Mass.

PATENTS for inventors; 40 page book free. **W. T. FITZGERALD**, 90 F St., Washington, D. C.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address **GEO. F. ROWELL & CO.**, New York.

ADVERTISING matter posted and distributed throughout Central Iowa. Terms on application. **IOWA ADVERTISING BUREAU**, Marshalltown, Iowa.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

CIRCULARS, Samples and Papers distributed in St. Joseph, Buchanan and adjoining counties. Charge moderate. **JNO. H. FITZGERALD**, 922 So. 6th St., St. Joseph, Mo.

PAPER DEALERS—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

THE PHONOGRAPHIC MAGAZINE (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

HIGHEST ORDER Mechanical Engraving. **J. E. Rhodes**, 7 New Chambers St., N. Y.

CHRISTIAN ADVOCATE, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

A TWO-LINE NOTICE in **PRINTERS' INK**, under heading of Special Notices, can be inserted every week for a whole year for \$31.20; 3 lines will cost \$46.80; 4 lines, \$62.40; 5 lines, \$78.00; 6 lines, \$93.60; 7 lines, \$109.20; 8 lines, \$124.80.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. F. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

COLLEGES and **SCHOOLS** reach the well-to-do public of the Southwest effectually and economically by advertising in New Orleans **PICAYUNE**. Sample copies and advertising rates furnished on application. Address **PICAYUNE**, New Orleans.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. F. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

DENVER, Colorado.—**GEO. F. ROWELL & CO.** of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

CLASS PAPERS, Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in **GEO. F. ROWELL & CO.'s "Book for Advertisers,"** which is sent by mail to any address on receipt of one dollar. Apply to **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

MONEY—There are a greater number of insurance, banking and other monied institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the **TIMES**, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 40,000. Advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in **GEO. F. ROWELL & CO.'s "Book for Advertisers,"** which is sent by mail to any address for one dollar. Apply to **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 5c. cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 10 per cent; 3 months, 20 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 "	30 " "
1 year.....	40 " "

JOHN IRVING ROMER, EDITOR.

NEW YORK, JULY 29, 1891.

All publishers should co-operate with advertising agencies and advertisers. They are the publisher's best business friends, and should always be treated as such.

"Is the advertising agent an advantage or a disadvantage?"

Answering the first part of the query in the broadest sense I should say "Yes," emphatically, a decided advantage. Your advertising columns, I take it, solve the question. Were it not for the advertising agent, how many advertisers outside of your local ones would you have represented therein?"

"How can we improve on him?"

You can't; he's all right.

—From A. Frank Richardson's Address to the National Editorial Association.

In the report of the convention of the National Editorial Association published in the *St. Paul Globe*, we find the following paragraph:

In concluding his paper, Mr. Ochs devoted a hot off-hand paragraph to the subject of a newspaper directory, incidentally roasting to a turn the professional directories. He believed the \$100,000 of advertising in the Rowell directory gave not a penny of benefit to the newspapers, and was given simply in the hope of getting a rating in the directory better than the papers were entitled to. This applied in the same way to the other directories, he said, and his appeal for an official directory was received with hearty applause. If Mr. Rowell, with his ability, would issue a directory without advertising, it would be more acceptable.

Why doesn't Mr. Ochs begin his reform at home? His own paper, the

Chattanooga *Daily Times*, is a live, eight-page journal that makes anything but an insignificant showing of advertisements. If he considers advertisements such an objectionable feature, why does he not do away with those in his own columns? The comparison is a fair one; it would be just as impracticable to issue the American Newspaper Directory in that form as the *Daily Times*. Yet some people of a similar turn of mind to Mr. Ochs might claim that the *Times* would be much "more acceptable" without its advertisements. But does he or any other practical newspaper man believe that they would be willing to pay three or four times the present price for the added convenience? Would Mr. Ochs, for example, be willing to pay four times the present price of the American Newspaper Directory for a copy with the advertisements omitted?

This matter of newspaper directories is a problem of exceeding importance, not only to publishers but to advertisers as well. An absolutely accurate directory never has been published, and, from the nature of the case, never will be. All that is possible is to approach absolute accuracy as closely as the circumstances will permit. There was a time when the knowledge of the names of newspapers and their places of publication constituted a most valuable stock in trade. When the publishers of the American Newspaper Directory made such information common property by issuing the first number of their annual, a very material service was rendered both publishers and advertisers. The general advertising field was thrown open and rendered easy of access. And it is to the interest of both of these classes to continue the publication of a reliable compilation of newspaper statistics. That this fact is appreciated by the great majority of publishers is shown by the large increase in patronage in the 1891 directory.

But what remedy do the critics of the modern system offer? Mr. Ochs suggests an official directory, and from the applause that followed his remarks it is to be inferred that others share his views. There are three good reasons why his plan will never be found practicable. The first is that newspaper publishers would not be willing to stand the large expense necessary to collect and publish the statistics. The second is that advertisers would not respect the ratings of a directory issued

under such supervision. The third reason is the moral certainty that even if issued, the book would not prove acceptable to the publishers themselves. Each publisher wants a higher rating than his rival, and it will require a pretty ingenious reformer to devise a system that will be satisfactory to all. Mr. Ochs can hardly fail to see the point, and we trust he will accept the shrewd advice of Mr. A. Frank Richardson and send in the required statement of circulation so as to receive the rating he deserves in the 1892 edition of that universally respected work, the *American Newspaper Directory*.

But to return to the point that the directory would be more acceptable if it were to refuse advertising. The trouble with reformers generally is that they wish to reform everybody but themselves. If Mr. Ochs is really sincere in his desire to reform something and was not talking merely for the sake of uttering language, let him begin by experimenting upon the *Chatanooga Daily Times*. If he or any other wide-awake newspaper man can make a success of such a publication without inserting advertising, the publishers of the newspaper directories will no doubt be glad to gather about the feet of the modern Gamaliel and drink in wisdom.

THE REVIEWER.

One of the most original things I have seen in the advertising line for some time emanates from that gentleman with the interesting individuality, Mr. J. E. Powers. It is a pamphlet advertising a school, and it is safe to say that never was an educational institution advertised in such unique style. Its size is about the same as that of the *Century*, except that it is not quite so wide. The cover is made in portfolio style, and in the flaps, or pockets, are tucked photogravure pictures of the interior of the school. These number six in all, and are printed on loose sheets of paper. The title of the little volume is, "Where to Begin." It has the forcible, if peculiar, diction that has come to be known as "the Powers style," and "The Reviewer" did not need to refer to the card that accompanied the pamphlet to trace its origin. Here is a sample from the chapter on athletics:

We are not led away by any vain-glory; our practice is sound. It may seem incongruous—asking fond mothers for eight-year-old

boys and winning nine points to one against all comers at foot-ball.

Last year the Yale Seniors came up to thrash us at foot-ball; well—there were two or three thousand people here to see—the *Yale News* didn't print the score!

But no one goes beyond his strength here. We use our bodies; delight in activity; no harm done to any one. [Once a boy kicked too high, came down on his elbow and broke his arm—we don't count that.] Competent men direct all exercises. They seem to be play, but they have their serious purpose; gymnastics and play are as much a part of the school as Greek. They do for the body what study does for the mind. We make good scholars; good bodies. Beginning small with both, we develop power, both sorts; and go to no excess in either.

A curious feature in this curious advertisement is a table called "Results up to Date," showing what the different graduates have accomplished after leaving the school.

* * *

A certain individual who can write rhymes easily and sketch a little thinks he ought to be able to combine the two talents with profit to himself in getting up advertisements. So he writes for advice to a bright Boston magazine published in the interest of literary workers, and here is the editor's reply:

Large advertisers are always on the lookout for new ideas to attract public attention, and they pay well for practicable suggestions. The best way is to write advertisements suited for different firms, and submit them to the firms in question, always making it clear that payment is expected if the suggestions are adopted.

There is a good deal of this sort of thing going on nowadays, and as the practice seems to be extending rapidly "The Reviewer" takes this opportunity to enter a protest on behalf of busy advertising managers. It is all right to encourage the literary tyro to send his lucubrations to the magazines and newspapers, for they have men regularly employed to attend to these matters. But advertisers are business men who do not aspire to "discover the rising star in the literary firmament." They are content to place the construction of their advertisements in the hands of the most competent man they know of and continue him in the position so long as he gives satisfaction.

* * *

It is true that out of the mass of chaff that is submitted to large and original advertisers can sometimes be picked a grain of real value. But as a rule, the outsider who knows so little of the advertiser's business, can have but a faint idea of what would make an acceptable advertisement and so shoots wide of the mark. It has

been "The Reviewer's" misfortune to see quite a little of this sort of stuff, and while the efforts are sometimes found amusing the managers for the large advertisers will agree with me that they waste a good deal of one's time in the long run.

* * *

An example—one of the funny ones—which was sent to James Pyle & Sons has just been forwarded to me. An Indiana man—a printer, needless to say—wants to know why this wouldn't make a good advertisement:

A printer's fat take:

A pearl-lean ad.

* * *

The editorial in *Puck* for July 22 may amuse those connected with the advertising business. It is by no means a "heavy-weight," but presents an undeniably clever caricature of the Wanamaker "ad."—this latter detestable abbreviation being, according to *Puck's* editor, "short and professional for advertisement." I don't know how it may strike others, but I have grown very weary of the use which is being made of the Wanamaker advertising for political purposes. The idea may have been very funny when it was first discovered, but it has grown exceedingly familiar, and I should think that a man of Mr. Bunner's resources might find something a little more recent and to the point. Of course Mr. Gillam's bright and colloquial advertisements have nothing at all to do with the Postmaster General's political career, and it is not a wonderfully brilliant conception to confuse them.

A CRITICISM OF THE COUNTING-ROOM.*

By A. H. Siegfried.

Primarily, a newspaper should be made, upstairs, and sold, down-stairs, with no manner of thought except as to its readers. Secondly, a newspaper thus conducted becomes, in the very nature of the case, invaluable to the advertiser. Yet the smallest number of either publishers or advertisers ever see the absolute value of this plain principle in newspaper business ethics, and so the daily and nightly fact is that the average publisher is always yielding and truckling to the advertiser, and that the aggressive advertiser is

forever demanding some new concession which, even in his own interest, if he could but see beyond the shadow of his nose, he ought never to want.

No good can come of this line of discussion unless it be candidly admitted that flagrant disregard of the newspaper reader and greed for gain from the newspaper advertiser have blinded all parties in interest as to the true office of newspaper publication, to the true source of newspaper power and to the true basis of newspaper value. Whatever of wrong tendency or work there may be in the editorial rooms, the business department itself, in its own interest, should not only refuse to allow the reading columns to be encroached upon or subordinated to business demands, but the advertising columns themselves should be guarded as by walls of granite and gates of steel against advertisements which are deceptive, fraudulent, indelicate, immoral, or which offer immunity from the results of immorality. And yet it is true that, so far as I know or have been able to learn, there are few newspapers in the United States which consistently and persistently follow this high line of business conduct.

Most publishers do, but none ever should, admit a line of reading into reading columns which is paid for, and which is intended to appear as if written or selected by the editorial department, on its merits as reading matter, while it is really intended to serve private business interests, unless such matter is in some way, either at its beginning or end, distinctly marked as an advertisement. The patriarch among New York newspaper men has been somewhat quoted in support of this idea, and is thought by some to have been its author, but it originated outside and before the New York *Sun*, and is enforced more rigidly by certain other papers than even by that well-conducted journal. No one particularly objects to being advised in a small paragraph at the foot of a reading column that Brown's troches are sure to do their perfect work upon hoarse throats, or that Hood's sarsaparilla will purify totally depraved blood at the rate of one hundred doses for one dollar, provided the reader is fairly advised at the outset that his eye is about to invade an item published in the business interest of and paid for by John I. Brown & Sons or C. I. Hood & Co., estimable and honorable men, whom,

*Text in part, of an address delivered before the National Editorial Association, at St. Paul, July 16, 1891.

under the correct method I have indicated, I am frank to say that, in my managerial capacity, I highly esteem daily, except Sunday, at the rate of \$1.75 per line. But what shall be said when in the midst of reading matter, in conspicuous and seductive head-lines, followed by a quarter or a half a column set in the regular news type, a surpassingly interesting story or the moving recital of a striking incident entices the reader, line by line, down through an article placed before him on an honor-bright reading-matter basis, until he brings up, unexpectedly and exasperatingly, face to face with somebody's pills or potions! And what maledictions shall be visited upon a paper which, under similar disguise and for the sake of money, gives sanction and validity to the schemes of business deception and financial fraud, which are almost every day seeking to filch unrequited hard cash from honestly filled pockets? More's the shame, not merely secular newspapers, but powerful religious journals, do hunger after and fatten upon this sort of tainted food.

I am not moved to this expression of views entirely by regard for newspaper business honesty and for the rights of newspaper readers, but by the plain, dollar-and-cent, common-sense fact that the contempt, irritation and resentment of readers thus played upon reacts against and damages both newspapers and advertisers who seek gain from such trickery.

Another evil in the space-selling part of the newspaper business is the subordination of the rights of the reader, without whom there can be neither newspaper nor advertising, by distributing all manner of displayed advertisements through tops and bottoms of reading columns, to such an extent that what the publisher owes to the reader as a solid page or part of a page of reading, assumes the appearance of an incipient checker board. Not long ago the notable political struggles at Albany and Washington, and the wrecking of three New York banks by Classen, Pell, Simmons and their gang, were commanding subjects of popular interest. On a certain day when these events were at their climax, a leading New York paper gave exceptionally thorough and well-prepared reports of them, but intermingled with these reports were eight displayed advertisements, each of from 2½ to 9 inches of space, one placed at the top of a column, another

at the bottom, and so on through the page, so that reading matter surrounded each advertisement on either two or three sides, and this valuable and expensively prepared matter, written and sold for public interest and information, was impertinently encroached upon and offensively subordinated to such an extent that 286 inches of it were completely dominated by 30 inches of pills, and balms, and plasters, and dry goods. And this instance and these samples are a fair type of that constant and increasing subjection of the business end of it to money greed, which has become an affront to and a fraud upon all who buy papers so gratuitously and offensively degraded. It amounts to a practical confession of weakness in respect to the actual value of such papers to advertisers, and it is an abject surrender of the legitimate purpose and office of a newspaper that is wrong in itself and damaging to the mutual interests both of those who sell and those who buy advertising publicity.

But beyond these and kindred evils at the business end of the newspaper, there is another which is a sin, and which ought to be declared a crime by every statute book. It is the publication of advertisements which, while they set forth their apparently disinterested benevolence in technical truth, are really untrue, and result in deception—such as the something-for-nothing petty scoundrels who hang on to their more honest fellow-tradesmen, and work the ever gullible public under the general designation of "novelty" dealers; or of advertisements which defraud, such as the specious land enterprises, illegitimate mining schemes, guessing contests, lotteries and all the other related abominations; or of delicate advertisements, which I cannot here describe, but which are a shame to any newspaper and a pollution to many households; or of medicinal advertisements which covertly or openly offer immunity from the results of immorality; or of that class of personal, medical, massage and matrimonial advertisements which, chiefly on Sundays, in three leading and largely read papers in New York, and others in Boston, Cincinnati, St. Louis and Chicago, practically constitute an exchange for the vicious. Before an audience such as this, close particularization of this stain upon daily newspapers and this menace to society is

impossible. Pure-minded people, for the most part, neither know nor realize the facts behind this wicked and insidious agency, which lurks and works among us and all over the land, and which does not threaten the young alone, but which invades and destroys many a home. A few years ago, but one paper of 100,000 circulation, and to the extent of half a column, each Sunday was engaged in this infamous business, but last Sunday (I am not beating the distant and empty air, friends,)—last Sunday three New York papers, having a joint circulation of half a million copies, spread over the country two and one-half to three columns of these signals and beckonings of infamy, while newspapers in Boston, Chicago, St. Louis and Cincinnati contained from six to eight columns more. The men who receive these things know their meaning. Every policeman, from the chief or superintendent in his arm-chair down to the patrolman in the street, in New York, Boston, Cincinnati, St. Louis, Chicago and the other great towns, knows it. The officers of the Society for the Suppression of Vice either know it or confess themselves dolts. The agent of that society, who is not slow to attack vice in other forms, knows it. Why shall not the conductors of reputable newspapers and an informed and resolute public sentiment be made to see it, and know it, and down it? You may think me vehement, extravagant, possibly inapt, as touching this business crime of certain American newspapers; but knowing the truth whereof I speak and measuring the words wherewith I express that truth, I tell you that these departments of these newspapers are paths for the tread of devils, and that their steps take hold on the streets hard by our own homes.

THE MEDICAL "CODE" DEFINED.

At a meeting of the Medical Society of the County of New York, Dr. Frederick R. Sturgis read a paper upon the question, "Under what Circumstances and to what Extent may Members of the Medical Profession properly Permit their Names and Opinions to be Published by the Secular Press?" The author read that portion of the Code of Ethics of the American Medical Association, and that of the Medical Society of the State of New York bearing upon this question, and

entertained the view that the former was more practical and liberal in this regard than the latter. But there was nothing in either Code that prevented a member from publishing his name, place of residence, and office hours in the public press. This was often done in country places. It was the speaker's individual opinion that there could be no more harm in calling attention to the fact that one made a specialty of a certain class of diseases than that he treated all classes of diseases, nor did he think it would reflect upon or injure the dignity of the profession. There was one section of the Code of the State Society which he thought would, sooner or later, require modification, namely, the one relating to the opinion of medical men published in the public press through the medium of reporters, etc. It was sometimes extremely difficult for a physician to refuse to express an opinion on subjects which were attracting great public attention. If he did not he would be likely to find an opinion put into his mouth which was foreign to what he would have freely expressed had there been no restraining Code of Ethics. He believed that if a newspaper wanted an opinion from a medical man it would get it, by "hook or crook," and it seemed to him better that the physician should state his views than that they should be misstated without his consent. He was well aware, however, that this opinion might meet with opposition on the part of some of the profession. Reference was made to the sensational statements contained in the newspapers regarding the attempt at transplantation of the bone of a dog to the human subject and to the use of tuberculin, as instances in which, if the profession had been permitted to speak, much unreasonable opposition to vivisection in the one case, and false hopes as to the cure of a certain disease in the other, would have been spared.

But it was quite different with regard to allowing one's name to be affixed to a certificate regarding the value of any proprietary preparation. He could never be assured that the high quality of the preparation would be maintained.

Papers which were read bearing on the public health, hygiene, and sanitation were often quoted and the names published in the daily press, and this is regarded as perfectly proper, for such names were usually of those of high standing in the profession,

A
SURE
WINNER!



The Denver Republican

is now entitled to the distinction of having a bona-fide daily circulation fifty per cent greater than any other daily published in Denver. The Republican Company, on July 3, 1891, posted with Mr. W. H. Trask, Cashier of the Union National Bank, of Denver, its certified check for \$300, all of which was to go to some charitable organization in Denver if it (THE REPUBLICAN) could not prove by a committee of three business men of Denver, who should examine the books of the two companies, that the cash receipts for subscription for THE REPUBLICAN for the first six months of 1891 were fifty per cent greater than the cash receipts for subscription of the *Rocky Mountain News* for the same period. The *News* declined to accept the challenge.

Eastern advertisers should consult their best interests and send all their Colorado advertising to THE DENVER REPUBLICAN, through Mr. S. C. BECKWITH, 48 Tribune Building, New York; or 509 "The Rookery," Chicago. THE DENVER REPUBLICAN is read by more people than all other Denver dailies combined.

Author—These two books—I hardly know what to call them—are waiting for titles. **Joblots**—Why don't you call them "American Heiresses," then?—*Harvard Lampoon*.

The Acme of Economy.—Editor: This poem is all right, Bims; but why do you combine "rhymes" and "times" so often?

Bims—Because that seemed to be the cheapest way out of it. I couldn't afford to use dimes.—*Town Topics*.

Disappointed Bard (in a newspaper office)—What's the trouble about my work?

Office Boy—"Taint no trouble at all, Mister. The boss just looks at your signature, an' then chucks the stuff over for me to keep.—*Puck*.

A New York *World* man whose relations with the French dictionaries are apparently somewhat strained writes a paragraph about "Mrs. Douglass Green, nee Mrs. Alice Snell McCrea, nee Miss Alice Snell." It would be interesting to know if the author really thinks that Mrs. Green was born twice—the first time already married.—*Chicago News*.

BEATTY Organs \$35 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
CATALOGUE FREE NEW YORK

"ENGRAVINGS" How to Estimate Their Cost.
By Leon Barritt. Richly Illustrated and Handsomely Printed. Price, \$1.50. "It is worth ten times the price asked for it."—*New York Press*. **BARITT & BURGIN**, 82 & 84 Nassau St., New York.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. **CENTRAL PRESS ASSOCIAT'N**, Columbus, O.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call," which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the **RANSOM ELECTRIC GUEST CALL COMPANY**, Minneapolis, Minnesota.

Advertising Illustrations.

Catchy Designs, Novel Styles, Artistic and Tasty Work, made to special order to suit any business for newspaper, circular, magazine. Send stamp for circular giving full particulars.

H. W. ROGERS, 1286 BROADWAY, N. Y.

COLUMBIAN CYCLOPEDIA.

32 Vols.; 7,000 illustrations;
26,000 pages; \$25.00.

BEST to use, BEST to sell, BEST for premiums. **COLUMBIAN PUBLISHING Co.**, 393 Pearl St., New York.

Dodd's Advertising Agency, Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

First National Bank,

OF CHILDRESS, Texas.

Capital, \$50,000. Now organizing.

A fine County Seat town in the famous Panhandle country. Only National Bank in the county. Stock par. Will guarantee 12 per cent. net first year. Address CITY NATIONAL BANK, Wichita Falls, Texas.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,

PRINTERS,

45-51 Rose Street, New York.

COMPOSITION—ELECTROTYPING—BINDING.



Study Law

At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.,
312 Whitney Block,
Detroit, Mich.

CANADA.—If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world. **Pears' Soap**, for instance. Our efforts are devoted to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained by many years of experience, enables us to render the best possible service. We simply ask you to communicate with us before placing your orders. **A. McKIM & CO., Montreal, Canada.**



Boys or Girls 24 in. Safety, with rubber tires, \$15 00
Boys' 25-in. Safety, with rubber tires, - 17 00
Girls' 30-in. Safety, with rubber tires and pedals, 55 00

BICYCLE

Before you buy a bicycle, send for (A. W. Gump & Co. prices) Dayton, O.

New Bicycles at reduced Prices, and 400 second-hand ones. High-class repairing. Bicycles, Guns and Type Writers taken in exchange.

LAND

Companies, Boards of Trade,

Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

Lawyers Live Well and Have Money.

The National Reporter System

(St. Paul, Minn.) furnishes Lawyers Authorities, so MUST be read.

30,000 each week (magazines). (See Rowell's Directory & preferred lists.)

The largest Law Circulation in the world.

Each copy in use 17 weeks (average).

S. C. WILLIAMS, Mgr., 42 Tribune Bldg., N. Y.

\$1000 IN PRIZES

will be given away

by the publishers of the **RAMBLER MAGAZINE** for the largest list of words formed from **RAMBLER MAGAZINE**. The first prize is \$300 cash; the second, \$100 cash; 51 other cash prizes and special weekly prizes will be given. Send 15c. for copy **RAMBLER** containing full information, or 30c. for 3 mos. subscription to

RAMBLER PUBL. CO.,
Syracuse, N. Y.

GIVEN AWAY

Sign Advertising Pays.

Have you seen our **GLOBE SAVINGS BANK** signs in Chicago?

The largest strictly local advertising contract ever placed by a bank.

Sign Advertising is Legitimate.

Let us place some for **YOU**.

THE R. J. GUNNING CO.,

297 Dearborn St., Chicago.

A. L. TEELE,

Advertising Specialist,

55 WEST 33RD STREET,

NEW YORK.

The preparation of Advertising matter, in all its branches, an exclusive business.

Send ten cents for my useful handbook,

"**Ideal Advertising**," containing full details.

ADVERTISING ARCHITECTS

who build businesses and fortunes, not mere creations of stone, brick and iron, will find a new and profitable field for their best efforts in **CANADA**.

The coming season will reveal many sets of admirable plans drawn by able men to secure the valuable and rapidly growing trade with Canada. Every plan of merit will, as the days go by, be unfolded in the pages of

"Preferred Canadian Papers,"

which "Cover Canada Completely from Coast to Coast." Represented exclusively by

ROY V. SOMERVILLE,

105 Times Building, New York.

Special Agent for U. S. Advertising.

**WE CONDUCT A
NEWSPAPER
ADVERTISING
AGENCY.**

WE give to all customers, Lowest Prices,
Prompt Transactions, Judicious Selections,
Conspicuous Positions, Experienced Assistance,
Unbiased Opinions and Confidential Service.

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO.,
Newspaper Advertising Agents, ST. PAUL, MINN.

J. L. STACK.

C. E. ELLIS.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

"When found, make a note of."—*Captain Cuttle.*

The right men in the right place are

C. MITCHELL & CO.,
Of London, England.

(12 & 13 Red Lion Court, Fleet St., E. C.)

Advertising Contractors of 30 years' standing.

THE MANUFACTURER who travels should note the address. A half hour's chat about English, Continental and Colonial advertising with a member of this firm is worth a whole year of correspondence.

THE MANUFACTURER who cannot find time to travel should write to C. M. C. Their extensive American clientele and long acquaintance with English advertising enables them to arrive at an understanding more promptly than any other house in London.

THE ADVERTISING AGENT who studies his clients' interests (and his own) should consult C. M. C. when he has orders to place any advertising in Great Britain. They are practical, reliable, energetic and economical.

Testimonials from leading American firms. Estimates and specimen papers free on application. "THE NEWSPAPER PRESS DIRECTORY," forty-sixth annual issue now ready, price, by post to the United States, 50c. "The Standard work of reference with regard to the newspaper press."—*London Times.* Besides the well-known Directory of the English press, the AUSTRALIAN, INDIAN and SOUTH AFRICAN Sections, contained in a Supplement of 144 pages, now form the completest advertising and commercial guide and gazetteer ever published in any country. The Continent of Europe is also consistently represented by the principal political and class papers.

The Verdict Maintained!

AN EXPERIMENT FOR FUN

Proves to the advertiser that Allen's Lists can be depended upon for the strong and substantial results, at all seasons, that have always characterized this broad and far-reaching circulation. **THUS THEY JOIN THE TRIUMPHANT TWO HUNDRED OF AMERICA'S SHREWDEST AND MOST SUCCESSFUL GENERAL ADVERTISERS, WHO CONSTANTLY REMAIN IN ALLEN'S LISTS ON ANNUAL CONTRACT.**

OFFICE OF ETREUSCAN ART COMPANY
(Established 1896), DE ESAACSON, Manager,
28 TEMPLE PLACE,
BOSTON, Mass., July 8th, 1891.

E. C. ALLEN, Augusta, Me.:

Dear Sir: "Also permit us to say that for the past five years we have advertised our 'Etruscan Art' work considerably; but not until last May did we try our luck with you. In that month we ventured a small ad. for fun; but can assure you that we have not had much time for laughter, for it seemed as though the people of every State in the Union had conspired to flood us with letters of inquiry; and we soon found that our fun had to be spelled with a d (making it fund) to fairly represent the twist your papers had given to the word in our favor.

"Yesterday we shipped goods to California and Texas to patrons of your publications, and to-day, six weeks after the date of issue, we were more than surprised to receive orders from the Sandwich Islands, from readers of your papers. Also, which makes us ready to exclaim: 'What part of the world is there not visited by some of your periodicals!' Your lists have paid us more than well, and you may count on our patronage as long as we remain in business. Yours respectfully,
(G. F.) "ETREUSCAN ART CO."

Forms close the 18th of each month, prior to the date of the Periodicals.

E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, MAINE.

UNSURPASSED

By any Job Ink in the market.

**WILSON'S
RAVEN BLACK**

TESTIMONIAL.

THE THOMASVILLE NEWS,
THOMASVILLE, N. C., July 18, 1891.

GENTLEMEN—We have tested the quality of your Raven Black, and believe it is better than any \$2.00 ink that we have ever used.

Very respectfully,

THE NEWS.

Sample Package (One Pound) One Dollar

delivered free of express charges, when the cash accompanies the order.

TRY A SAMPLE.

**W. D. WILSON
PRINTING INK CO.,**

LIMITED.

140 William Street,
NEW YORK.

ADVANCE ORDERS

For JOHN HABBERTON'S summer serial in the *New York Ledger*, entitled—

"THE CHAUTAUQUANS,"

Have alone made the serial an assured success. There are nearly 200,000 members of the Chautauqua Literary and Scientific Circle, and a goodly number of them will not fail to read this serial. The *Ledger* will consequently gain dozens of thousands of new readers. The wideawake advertiser will reflect on this.

41,588,584

Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the $\frac{3}{8}$ -inch advertisements of

Scott's Emulsion of Cod Liver Oil

in Home Print country weeklies.

We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

Our Catalogue of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

NELSON CHESMAN & CO.

ESTABLISHED 1874, INCORPORATED 1898

Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.
N. W. BRANCH, Home Insurance Bldg., CHICAGO.
EASTERN BRANCH, 54 Beekman St., NEW YORK.



The man who ambitiously climbs in business, will find in these rhymes

For every season

A very good reason

Why he should "KEEP UP WITH THE TIMES."

If in Summer or Fall he is wise

And wishes the "SUDDEEN DEED"

That his pocket e'er knew,

It is easy to do

If in Comfort he'll but advertise.

Small space he will simply require

To his goods to attract many a buyer,

For Comfort circulates

Now over all the States

And the figures are "GOING UP HIGHER"

Space at the agencies or of THE GANNETT & MOORE CONCERN, Augusta, Maine. W. T. PERKINS, Manager New York Office, 33 Park Row.

If You Wish

to reap the full benefit of money invested in

FALL ADVERTISING,

you should send for

My Catalogue

OF

State Combinations.

All papers catalogued in these Lists are issued from thriving places, none of which have a population of less than three thousand.

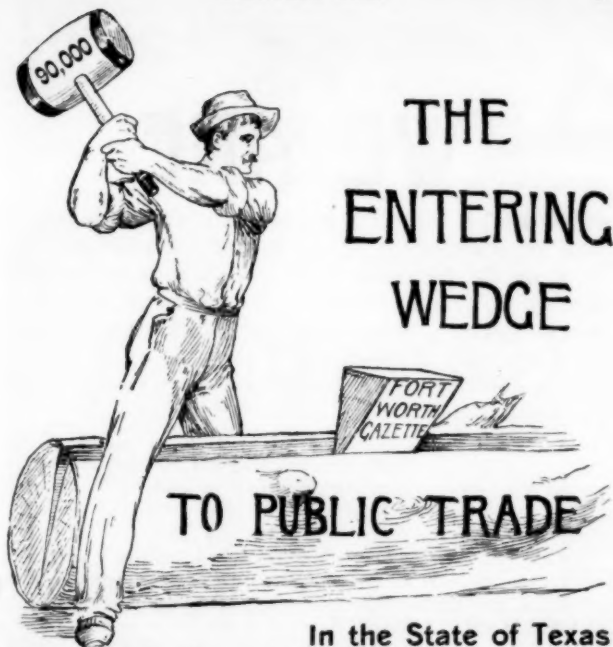
Advertisements $\frac{1}{2}$ Publishers' Rates.

All work quickly and carefully executed.

For further particulars address—

S. E. LEITH,

10 Spruce Street, New York.



THE ENTERING WEDGE

TO PUBLIC TRADE

In the State of Texas

is through an advertisement in the GAZETTE. Concentrate your efforts and drive, as with a heavy beetle, your advertisement deep into the memory of all who read or listen. Everything depends on the mallet and strength of the blow to force the wedge home. *Satisfactory proof will be furnished that the*

FORT WORTH GAZETTE

A Heavy Hitter—in circulation is one of the largest of any daily newspaper in Texas, which fact gives it a tremendous influence, and makes it indispensable to the successful advertiser.

Combined Circulation, 90,000 Copies Each Week.

Daily 10,000. Sunday 12,000. Weekly 18,000.

Fort Worth is spider-webbed with railroad tracks, running in all directions—the greatest railroad center in the Southwest. There's business there, and that is the place to have the GAZETTE enter a wedge.

Time The crops—an abundant harvest—are garnered and the farmer is now selling and gathering in the ducats. Now is your time to put in a wedge, and let the GAZETTE give it one of its trip-hammer "soccollers." Get in the field, and the only way is through the GAZETTE.

S. C. BECKWITH,

509 THE ROOKERY,
CHICAGO.

SOLE AGENT

FOREIGN ADVERTISING.

48 TRIBUNE BUILDING,
NEW YORK.



WE ARE

so well known that we do not need to advertise any more, is what some old advertisers are saying, and what we might say if we did not know that we must keep at it all the time, or we are liable to be forgotten. We don't want to make the mistake that many others have made, by dropping our advertising in the day of our success.

The following letter will explain why we make the above statement :

THE GOLDEN SPECIFIC CO., J. M. BOYLE, Manager, }
185 RACE ST., CINCINNATI, O., July 18, 1891. }

W. D. Boyce, Esq., Publisher SATURDAY BLADE,
Chicago, Ill. :

DEAR SIR—

Your neat little Memorandum Book received, for which please accept our thanks. We have no doubt but what the book will be found useful, but assure you that it was hardly necessary to send same as a reminder that BLADE was still in existence. This fact is put very prominently before us every day in opening our mail. "*Saw your ad. in SATURDAY BLADE*" is proof positive that the *Blade* circulates and is read.

Yours truly,

GOLDEN SPECIFIC CO.,
J. M. BOYLE, Mgr.

THE SATURDAY BLADE, - - - - -	\$1.00 per line
THE CHICAGO LEDGER, - - - - -	.50 " "
Both Papers Combined, - - - - -	1.25 " "

300,000

Copies Weekly.

Address any responsible Advertising Agency, or the Publisher,

W. D. BOYCE,

116 & 118 DEARBORN ST., CHICAGO, ILL.

Those Who Dance SEEM GLAD To Pay the Fiddler IN THIS CASE.

Philadelphia, Pa., July 2, 1891.
Messrs. I. S. Johnson & Co., Boston, Mass.:
Gentlemen—Replying to yours of the 1st, would say that the returns from our advertising in the FARM-POULTRY during the past seasons were very satisfactory. Yours truly,
W. ATLEE BURFEE & Co., Seed Growers.

Cazenovia, N. Y., July 4, 1891.
Mr. I. S. Johnson & Co., Boston, Mass.:
I have advertised quite extensively in FARM-POULTRY from its start, and must say the result is very satisfactory. From my one hundred letters received daily a good percent mention FARM-POULTRY. Have just placed a 20-line yearly ad. in its columns.
Very truly,
P. A. WEBSTER.

43 Chatham St., Boston, July 2, 1891.
I. S. Johnson & Co.,
22 Custom House St., Boston, Mass.:
Gentlemen: FARM-POULTRY is certainly a very valuable advertising medium. It seems to reach the most wide-awake of its class, and the natural result is that your advertisers must be well satisfied with their investment in its space. Yours very truly,
BOWKER FERTILIZER CO.

East Walpole, Mass., July 7, 1891.
Messrs. I. S. Johnson & Co., Boston, Mass.:
Gentlemen: Regarding FARM-POULTRY as an advertising medium, it gives us pleasure to state that ever since we have advertised in FARM-POULTRY we have received more replies through its medium, and, we believe, more business than from any other paper we have ever used. We consider it, without exception, the best medium published for bringing our goods before the farmers and poultrymen. We keep a very careful record of all the replies which we get naming the different papers which carry our ad., and in many months we have more replies from FARM-POULTRY than from all our other papers put together.
Yours very truly, F. W. HIRD & SONS,
Paper Boxes and Roofing Mfg.

New York, July 1, 1891.
Messrs. I. S. Johnson & Co., Boston, Mass.:
Gentlemen—FARM-POULTRY has brought us good results. Your circulation appears to be a very wide one amongst people buying and selling poultry. Yours resp'y,
PETER DURYEE & Co.,
Poultry Fences.

New York, July 3, 1891.
FARM-POULTRY, Boston, Mass.:
Dear Sirs—We have found your medium generally profitable and in some cases exceedingly so. We consider it as among the few most profitable mediums we patronize. Yours, respectfully,
R. H. INGERSOLL & BRO.,
Metal Specialties.

So. Easton, Mass., July 3, '91.
FARM-POULTRY:
Gents—We cheerfully recommend the FARM-POULTRY as being a first-class advertising medium. We are constantly hearing from it from all quarters. We consider it also a first-class journal, sprightly and instructive. It could hardly fail to be otherwise with so practical an editor. Yours truly,
JAMES RANKIN,
Monarch Incubator.

Lowell, Mass., July 3, 1891.
Pub. FARM-POULTRY, Boston, Mass.:
Dear Sir—We are glad to notice a constant improvement in FARM-POULTRY and we welcome its monthly visit to our desk. The paper seems to thoroughly cover the subject indicated by its name. We do not see how any one raising poultry can afford to be without it. A medium so ably making a specialty of one subject cannot be other than a valuable advertising medium, and we are glad we have a contract for our advt. to appear in each issue. Very truly yours,
C. L. HOOD & Co.,
Hood's Sarsaparilla.

MORAL: ADVERTISE IN THE

FARM-POULTRY,

≈ MONTHLY. ≈

It Reaches a "Well-to-do" Class

WHO HAVE MONEY TO SPEND.

IT PAYS OTHERS. WHY NOT YOU?

CIRCULATION EXCEEDING **22,500**, and Proof Furnished if desired.

FOR RATES AND SAMPLE COPY, ADDRESS

FARM-POULTRY, 22 CUSTOM HOUSE STREET,
BOSTON, MASS.



LOOK
BEFORE
YOU
LEAP,

or the consequences of your jump may be disastrous. Many a man plunges blindly into advertising, and gets into the jaws of danger before he realizes where he is. Keep cool. Choose your mediums cautiously. If you spend a dollar, get at least a dollar's worth for it. You can rely on doing this by taking space in



Rochester Democrat & Chronicle,

unquestionably the leading journal in Western New York. All advertisers patronize it, because they know it to cover a vast territory, and to command respect from all classes on account of its high character.

Daily Circulation over 16,000 copies

Weekly Circulation over 10,000 copies

IN BLACK AND WHITE.

Has paid others,

And will pay you.



A. FRANK RICHARDSON,
13, 14 and 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.